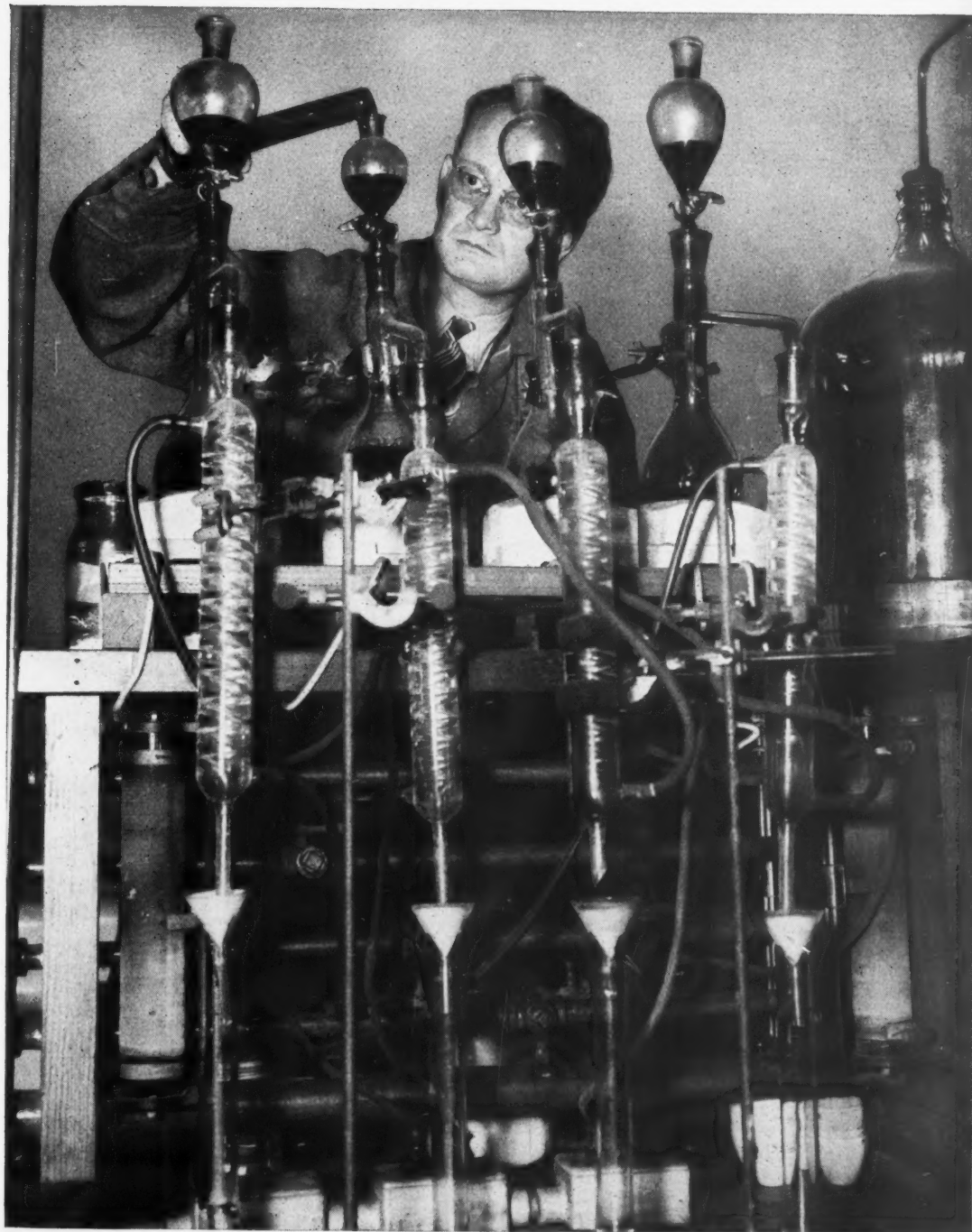


# Consumers' guide



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**ILLUSTRATIONS:** Cover, USDA; p. 6, Associated Press; p. 7, Consumer Interests of Minneapolis; p. 8, drawing, Howard Chapman; p. 9, top, Eastern Regional Research Laboratory, USDA, bottom, USDA; pp. 10, 11, Eastern Regional Research Laboratory, USDA; p. 12, top, USDA, bottom, Bureau of Human Nutrition and Home Economics; pp. 13, 14, Consumers' Guide; pp. 3, 4, 5, 16, drawings, Katharine Johnson.

## Committee of one

• Famine is a terrifying word. In the past centuries when the world's production capacity was lower and transportation systems and means of distribution were primitive, famine struck vast isolated areas taking its toll in death and disease. But today the shadow of famine moves over a great part of the globe, sped on by the aftermath of world war and unprecedented droughts.

In addition to direct measures discussed in the article on the opposite page, President Truman appointed a Famine Emergency Committee of 13 members, with former President Hoover as honorary chairman, and Chester C. Davis as chairman. This Committee will formulate guiding policies of the program to help feed starving millions. Upon this Committee's recommendations the President has appointed a National Famine Emergency Council of about 120 members to take the lead in their organizations and areas to explain both the needs and methods for food conservation, and to make recommendations for carrying out the program.

In addition to this, the Department of Agriculture has administrative responsibility for carrying out the project. The Secretary of Agriculture has appointed State Managers (State Directors of the Production and Marketing Administration) and County Managers (County AAA Chairmen) to spearhead the Famine Emergency Campaign throughout the country.

The Committee can't work alone. Civic organizations, women's groups, churches,

schools, and all other groups can help. In fact, each individual can constitute himself a famine committee of one and make a material contribution in food to men, women, and children who are starving for lack of it.

When we save food we don't take it from the world stock pile. When we produce more food we add to the supply. So Victory gardeners, front and center, there are millions of you who made great contributions to the wartime food supply. There's no time to lose. Garden time is upon us. Now's not too soon to begin planning even for northern gardens, while spring gardens have already been planted in the South. So the accent down Dixie Way will be on successive plantings to keep the families supplied with home-grown vegetables throughout the summer and as late in the fall as possible. Making your garden work for you as early in the spring and as late in the fall as the climate permits is, incidentally, sound advice for gardeners everywhere.

Not only will Victory Gardens help to relieve the world food shortage but they will also, as they have in the past, contribute substantially to improving American diets. Many American families need more green and yellow vegetables and more tomatoes or citrus fruits than the market offered last year. So, if American families produce and consume more tomatoes and green and yellow vegetables from their gardens, they can improve their diets—and at the same time release more food to ship into famine areas.

While the most critical world food

shortages are for cereals and fats and oils, the average American diet contains considerably above the minimum health requirement for these foods. For this reason, many families can profitably substitute fresh vegetables from their gardens for part of the scarce foods that they have been consuming in the past. By so doing they will not only be saving themselves money and relieving the inflationary pressure on scarce foods but, at the same time, they will be helping see to it that millions who survived the dangers of the war will not die from the privations of the peace.

As successful gardening requires know-how, and varies in different parts of the country, rookie gardeners are advised to get help from their local garden committees which are still functioning in most cities, or from the Extension Service which supplies agricultural information in rural areas and some urban communities.

In addition to producing, everyone can save food. Save all kinds, but especially bread and fats. It is estimated that one slice out of every loaf of bread baked every day goes into the garbage can. That's 5 percent of our bread.

Fats and oils are desperately needed. They are needed for food to maintain a minimum level of health—they are needed for soap to fight disease, now rampant throughout Europe and Asia.

So all of us should buy less fats and oils. As a nation we consume more of them than we need for an adequate diet. And we can make use of every possible ounce of fats by reusing, so long as it is good, drippings from bacon and the extra fat on meat. Then if there is any left over that cannot be used in the home we can turn it in to our butcher or grocer for other uses. A teaspoonful of fat a day saved by every man, woman, and school child in the United States will mean a total saving of at least 1 million pounds of fat a day.

Be a committee of one to conserve food and produce it—your committee can save many lives by so doing.

*The Editor*

### CONSUMERS' GUIDE *Issued Monthly*

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# Bread on the waters

**To help save millions from starvation and to build a better foundation for world peace and order, we are sharing some of our grain. Here is the why and how of our new bread.**

● Cast thy bread upon the waters: for thou shalt find it after many days.

This ancient injunction urging generosity is being followed by us in the U. S. A. right now. We are shipping as fast as rail and boats can carry it, 6 million tons of our wheat to the hungry of Europe to help tide them over until their war-ravished and drought-stricken fields can yield this autumn's harvest. Other wheat-producing nations are rushing their share.

Each million tons which we ship means that 20 million people will have bread where bread is the food upon which they depend for life. Each million tons we fail to ship means starvation for 20 million. So our 6 million tons which we have promised the hungry is the difference between life and starvation to 120 million humans.

And our bread will come back to us in the satisfaction of saving the lives of other humans. It will return to us, too, in the form of preventing a generation of rickety European children from growing into a sickly embittered and grasping people bent on war. It will, in other words, return to us in the form of the better chances of peace and security in our own homes which only a healthy and peaceful Europe can assure.

In this country we went through the war unrestricted in the amount of bread we could consume. This month, the year after VE-day, in order to help the hungry, we are extracting 8 percent more flour from wheat and eating a new cream-colored loaf.

During the war most of the other peoples of the earth eked out an existence on microscopic rations of meats and fats and limited allotments of bread. Today finds more people in the world worse off than during the war and looking ahead to greater hunger and starvation than at any time in the days of war.

In this country only sugar remains on the ration list. In Great Britain people are taking up still another notch in their tight belts by accepting further cuts in the ration of fats and eggs and an increased extraction rate—from 80 to 85 percent—of flour from wheat. While in Italy, where two-thirds of the food eaten is bread, the daily ration is half a loaf a day.

For 1946 it is estimated that we will consume about 3,360 calories per capita each day. At the same time the city dwellers in half of Europe will live on 2,000 calories and millions of people in Europe will totter

on the brink of starvation with less than 1,500 calories per person each 24 hours.

All this dismal situation we knew before February 6. Commitments had been made by us last summer that we would do our share to prevent mass starvation. But why the sudden order of the President on February 6, directing that a number of emergency measures be taken to hasten and increase the aid.

Let's consider a few of the hungry countries and see the why of their meager food supply and reasons for the crisis of its rapid disappearance.

Western Poland: When the German army retreated through it last spring they left as little seed grain as possible for the enemy. Cattle and working stock were swept ahead of the retreating army. Thousands of farms were destroyed. Many German farmers in the area tramped ahead of the retreating army into their native land. Many Polish farmers were enslaved or fled. The Russians moved in and made heavy requisitions on remaining food supplies.

Spring of 1945, seeding time. These first precious days of peace were spent in setting up a semblance of organization in the area and getting in relief supplies for immediate desperate need. In limited areas crops were put in. There was a shortage of equipment and work stock. The seed was poor and naturally the yield was pitifully under what even the





most pessimistic had expected. But that yield plus the relief supplies of UNRRA was all the people had to carry them over until this year's coming harvest.

In Italy, Yugoslavia, Albania, and Greece the spring saw considerable planting but again there was little technical help, less fertilizer than usual, a lack of machinery and only 50 percent of the previous available supply of work animals.

In these areas many crops came up. Then the drought struck. A drought that turned fields into the same scenes of devastation that we saw in our western prairie States of 1937.

In North Africa as much land as possible was seeded with any kind of seed they could lay their hands on. Seed untreated against smut was put into soil poorly prepared. And then the most severe drought in 50 years struck. The result, more low yields.

And then to China and the Straits Settlements, where the main grain crop is rice. In these areas again, disaster in the form of floods, typhoons, or storms destroyed vast acreages of the crop.

Add to these strictly agricultural difficulties the snarled disorder of devastated villages and uprooted millions of people, plodding back to take up their lives in the communities from which the war had routed them. And all of it being done under stress of disrupted transportation systems which prevented, in many instances, the movement of food from areas where it was available to communities that had none, and we get a rough notion of why the reports of the first of February showed that food supplies were less than were expected and that their consumption was more rapid than had been expected.

And in our own country, too, the disappearance of wheat from autumn until February was faster than had been estimated. The supply of wheat showed 61 million bushels less than the autumn estimate. This was due in a large measure to farmers' using more wheat than anticipated to feed their livestock.

In order to obtain for hungry Europe our share of the wheat which the grain-producing countries of the world are dispatching to Europe, the President has directed that strong measures be taken. All of them affect consumers directly or indirectly but several of them have an immediate bearing on what consumers can do in this humanitarian project.

Heading the list of the measures which President Truman recommended is the one

directed to consumers urging them not to waste food of any kind in general and to save bread in particular. A survey made of garbage disposal in 231 cities revealed that from 25 to 30 percent of our food supply is wasted between the farm and the table. Of the prepared food the wastage of bread was high on the list. If each family throws away a slice or two of bread a week, it totals many million loaves a year, and too many families throw away far more than this. A clean-your-plate program not only for junior but for grown-ups as well, carried out at every table, is a first-rate way to start conserving food.

And there are many ways to save bread that range from economies in timing of purchase to use of leftovers. The Bureau of Human Nutrition and Home Economics gives some advice which, if followed, would not only stretch the bread supply but add tasty touches to everyday meals. A great deal of bread is wasted because more is bought than is needed and the dried-out loaves or remnants of loaves are not eaten after a fresh supply is purchased. Try to delay buying your bread until your supply on hand is nearly exhausted.

Keeping bread fresh gives extra assurance that it will all be eaten. Wherever you store the loaf, well-wrapped in moistureproof paper, it will keep better if placed in a well-ventilated washable box or in the refrigerator, which, by the way, is an excellent storage place for bread, as the cold temperature delays staleness and mold.

Heaping up too much sliced bread on the dinner table is often a sure way of consigning a few extra slices to a dry fate. The best way to prevent this is to slice the bread at the table as it is needed. Halving slices may even further lessen the waste.

Of course, some bread is bound to go dry. When it does, it has by no means ended its usefulness. Here are some ways to take care of that dry bread and to have it used to the last crumb:

Dry bread makes crisp toast, and, besides plain toast, don't overlook such kinds as French, cinnamon, hot-milk, cheese jelly, and the thin Melba toast that smart restaurants often serve in place of soft bread.

Use dry bread in substantial desserts such as bread and custard puddings, baked fruit scallops made of slices of "fingers" of bread combined with canned or fresh fruit.

Turn odds and ends of bread into a supply of the dry crumbs that a good cook likes

keep handy. Besides the familiar uses for crumbs in coating foods for frying, topping baked dishes, and stuffing vegetables or meat, there are the bread-crumb specials—crumb pastry for cream pies, crumb cake, and crumb cookies.

And, of course, another way to save on bread is just not to use it. Let a dish of oatmeal take the place of toast at breakfast or an extra potato in place of another slice of bread at dinner. A potato's food value is about equal to a slice of bread except that it contains more vitamin.

And the second measure which the President proposed—the milling of the new 80-percent extraction flour—directly affects the consumers and affords them an opportunity to help.

The eating of the new loaves made from flour with 80 percent instead of 72 percent of the wheat extracted is the sacrifice and contribution that consumers can make to head off privation and starvation. The contribution is big and the sacrifice isn't so much. The first loaves made from recipes designed for commercial bakeries turned out better than expected. In fact, both the eye and the palate must be on the discriminating side to tell much difference between the old and the new bread. The new loaf isn't dark, not even gray. It has a touch of a creamy color to it. In texture and flavor it took some chewing and breathing to notice the slightly more wheaty taste.

How does its food value stack up? Let's cut back to the old primitive days when the whole grain was milled and the coarse flour and heavy bread contained most of the nutritive values of the whole wheat. From that day until the present time there have been many changes in our flour. Gradually, refinements in milling have cut down the amount of food value in the flour. In order to have it look white and fine and keep well, more of the outer coat of grain has been removed. With it went seven-eighths of the thiamine and niacin, three-fourths of the riboflavin, and four-fifths of the iron. Some calcium, phosphorus, and better quality of protein was lost, too.

In order to keep the looks, texture, and flavor to which we had become accustomed and at the same time to return some of the vitamins and iron, we artificially enriched the bread during the war so that 65 percent of the flour and flour products had returned to them these added factors.

So now the new flour if enriched according to current usage will contain not only

the same food values but an increase in the protein quality. That is for the 65 percent of enriched flour. But for the 35 percent of the new flour not enriched there will not be as much thiamine, riboflavin, niacin, and iron as in the present unenriched white flour. And there will be about 40 percent as much thiamine, half as much riboflavin and iron, and one-fourth as much niacin as that in whole-wheat flour.

So, much of the President's two measures affects the bulk of the consumers directly. But other orders were also issued which less immediately affect consumers. The use of wheat in the direct production of alcohol and beer has been discontinued and the use of other grains for the production of beverage alcohol has been limited to 5 days' consumption a month. The use of other grains for beer is restricted to an aggregate quantity equal to that used in 1940. That was 30 percent less than the quantity used in 1945. This measure will save about 20,000,000 bushels of grain.

And another of the President's directives to get the grain where it is most needed will affect the farmers immediately and make a slight change seasonally in the type of meat that the consumer will find on the butcher's counter. For the Department of Agriculture is developing ways in which grain that has been used in the feeding of livestock and poultry can be diverted to food for humans. One means under consideration is earlier marketing of heavy hogs. That is, stop feeding those hogs over 225 pounds and sell them off. Beef cattle, too, may come into market with a moderate rather than a high degree of finish from the feeding lot. Better culling of poultry flocks would send more old hens that are not laying to market and so economize on feeding uneconomical egg producers. More economical feeding of dairy cattle and a restriction in the quantity of wheat used in prepared feeds will save grain without materially interfering with the quantity or quality of our meat and poultry products.

The effects of these slight inroads upon our abundant food supply and the adjustments which we must make in the form of modified bread, voluntary rationing, and trade and transportation regulations are trivial in themselves. But their worth to the world is magnified a thousand times when what we give means the difference between life and death.



# Minneapolis consumers going strong



## Consumer service, started as a wartime measure, is continuing to give valuable aid to the citizens of this great city.

● Minneapolis decided it couldn't get along without a Consumer Division. The busy, wide-awake office under the chairmanship of Mrs. A. N. Satterlee in the Office of Civilian Defense, had given services that Minneapolitans didn't want to do without. And it was rather a blow when, in the summer of 1945, Uncle Sam said in effect, "The country doesn't need civilian defense any more. Dear civilian nieces and nephews, thanks. Now you're on your own."

Minneapolis immediately picked up the challenge. The Board of Directors of the Defense Council voted to transfer the responsibility and sponsorship of the Consumer Interest Division to the Better Business Bureau and to change its name to Consumer Interests of Minneapolis.

To allay the fears and doubts of anyone who might think that this would be the end of independent action in the field of consumer service and protection the president of the Better Business Bureau of Minneapolis issued this statement:

"The fact the Better Business Bureau has assumed the sponsorship of Consumer Interests does not mean we will operate it; we want the organization to continue as a separate agency and we merely provided the channel through which its activities could be financed. We feel that

the group has done a fine job in keeping consumers informed and ironing out serious consumer problems which have developed under wartime restrictions and emergencies. . . . It is likely we will continue to live for several years under various types of restrictions, so it's helpful to have an organization functioning in our behalf."

In the words of the vice president and manager of the new organization: "Our policy and purpose remain as first established in January 1942 and our procedure has changed only insofar as changing conditions make it important for us to keep abreast. We originate and carry out only such programs as will furnish helpful and trustworthy information to the consumer and promote no programs which can in any way duplicate other civic activities."

The cooperating agencies remained the same under the new set-up. These included representatives of all the organized groups in the city—labor, church, education, business, and government. Eight members constitute an executive board, including a President, Vice President and Manager, Secretary and Treasurer.

The staff now consists of the Manager, a full-time secretary, and such office volunteers as are needed for special work. The Hennepin County Home Demonstra-

tion Agent continues to serve as official instructor for classes given weekly at the Consumer Center. The County Agent and representatives from the Extension Division and other teachers from the University of Minnesota, as well as a corps of consulting personnel, each a recognized authority in a particular field, are available at all times. Added to these are representatives of Federal and State and city governments, such as supervisors of Weights and Measures, State bacteriologists, Health Officers, labor and business leaders, who cooperate with the organization in furnishing any service requested by consumers.

### Headquarters

When the Consumer Interests Committee had to leave the building formerly occupied by Office of Civilian Defense, it moved into the Alice Ames Winter House, headquarters of the Fifth District of Minnesota Federation of Women's Clubs. While not as centrally located as the old OCD office, which was in the "loop," the new office is on a car line which connects with all cross-town lines, and on the rural and city bus line.

The office, which fortunately kept its old familiar telephone number, is on the second floor. The Community Room, in the basement, with its stoves, sewing machines, and demonstration tables makes a splendid Consumer Center where classes and demonstrations can be held. There

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is plenty of wall space for bulletins, pamphlets, and consumer helps from Government, education, and business.

### What They Do

The office is open 6 days a week—from 9 to 5, Monday through Friday, and 9 to 12 on Saturdays. During most of these hours the telephone is busy and since the manager's home telephone number is well known, it is often in use during the time the office is not open. This phase of the work is called, succinctly, "Consulting Service."

The myriads of questions are not answered with the personal opinions of the staff member, but with statements from authorities on the subjects involved.

Complaints from consumers are registered, investigated, and satisfied daily. This involves clearing with all groups that are involved. Much of this is handled directly by members of the committee who are either the actual heads or managers of businesses or agencies complained against. This cooperation has been most effective and has resulted in happy understandings between consumers and the trade, the Government, education, and other organizations and agencies.

In addition to telephone replies, Minneapolis consumers may receive answers to their queries through the Consumer Interests column, under the heading Mr. Fixit, in the Minneapolis Daily Times. More questions are answered over the radio—but we'll go into that in detail further along in our story.

The Consumer Center, in the big community room in the basement, is open to the public. Regular classes in all subjects affecting good consumership are held on Tuesdays. These subjects were chosen by poll taken among nearly 300 women, representatives of the group attending classes during the fall program.

A survey shows that people from every mailing zone in Minneapolis except one business zone are included. Women have come from outlying districts and towns, from St. Paul, and even from places nearly 100 miles away. The schedule is supplemented from time to time by a presentation of some matter of immediate importance to the pocketbook, such as:

Discussion on how to read scales.

Fabrics, new and old, care and selection.

Foods, selection, price, and use.

Household equipment, use and care.

Home management, budgeting.

The public is welcome to come in at any time to read up on any special problem and to take home such printed material as may prove to be helpful.

Each week surveys are conducted on such subjects as:

Shortages—men's and women's clothing, and other commodities.

Consumer information desired on certain subjects.

Each week special announcements of the Consumer Center classes are given in the press and over the radio stations.

### Radio Programs

Consumer Interests of Minneapolis is



Consumer Interests of Minneapolis on the Air! Mrs. A. N. Satterlee, Vice President and Manager, and Miss Elizabeth Burr, Home Demonstration Agent of Hennepin County, are interviewing the City Supervisor of Weights and Measures, Erline Hansen.

doing a superlative job with radio which consumer groups in any city could take as a model.

To begin with, there is consumer news on the air 6 days a week. Every major network and local station gives time to consumer programs. Through this generous cooperation of local stations, Consumer Interests has been able to serve a far greater public than would have been possible in any other way. The American Broadcasting System, Station WTCN, has a Monday through Friday "Around the Town" program. Five minutes of the time is set aside each day for consumer news. The scripts are under the supervision of Mrs. A. N. Satterlee, the Vice President and Manager of Consumer Interests of Minneapolis, but different local

groups supply material and frequently write the scripts, too. This is how it works:

**Mondays**—A 5-minute script written by Mrs. Satterlee on Planned Buying. This series takes much of its material from the Six-Point Program which was covered in a series of articles in Consumers' Guide—December 1944 to June 1945. The office developed a mimeographed budget and household inventory sheet as a give-away.

**Tuesdays**—Scripts, prepared by the Better Business Bureau of Minneapolis, on Rackets: The Minneapolis Credit Association on GI's Credit, Expansion of Credit in the Post-War World, Merchandise Returns, Rise and Development of Credit Associations.

Next they will have scripts by the Public Relations Committee of the Hennepin County Bar Association under the general heading of How to Keep out of Trouble. Subjects: The Lawyer's Place in the Community, Problems of Buying or Building a Home, Wills and Probate, Domestic Relations.

**Wednesdays**—Scripts by members of the Twin City Fashion Group. All scripts are prepared from a noncommercial slant.

**Thursdays**—Scripts on equipment and household supplies during the winter, by Mrs. Satterlee; garden scripts during the growing season, prepared by Harold C. Pederson, Hennepin County Agricultural Agent.

**Fridays**—Menus for dinners based on the Weekly Market Basket Reports from the

U. S. Department of Agriculture, Production and Marketing Administration, Field Service Branch, and available foods in local markets, prepared by cooperating agencies. These include:

Food editors of the newspapers, dietitians of local utility companies, the Red Cross nutrition aide, and others. This series is interspersed throughout the week. The request list now totals 2,800, with mailing going to all parts of the Northwest. This grew from around 300 to 2,800 in about 9 months.

Mutual Broadcasting System, Station WLDL, carries two consumer series—*A Home of Our Own* on Tuesdays, and *The Consumer Dollar*, on Thursdays.

*A Home of Our Own* is presented by one of the members of the Minneapolis Contractors and Builders Association, appointed by the Association to serve as its representative on Consumer Interests, and Mrs. A. N. Satterlee, Vice President and Manager. This series, begun July 9, 1945, is building a home over the air and answering questions pertinent to the present GI building programs and other matters of interest in connection with the housing emergency. Here are a few of the questions on one broadcast:

What kind of a home can I get for \$6,800?

Is there any provision for veterans who have returned to school and as yet have no regular income?

Who estimates what taxes are to be on new property, such as that being improved for GI's?

If one wishes to have a garage built at the same time what is the procedure?

Is anything allowed for sodding or landscaping?

Do sidewalks around the house and out to the street come within the price of the GI home?

When will building start on loans now being granted and when will occupancy be possible?

*The Consumer Dollar* is presented with two participants, a guest and Mrs. Satterlee. First broadcast, October 25, 1945, with Dr. Warren C. Waite, Professor, Division of Agricultural Economics, University Farm, University of Minnesota, was "The Consumer Dollar, Its Current Value." The program is to the best of our knowledge the only one of its kind on the air.

It will run for several months and plans are under way to set the whole series up in text form.

On February 7, 1946, a consumer was the guest. Her opinions were excellent, according to Mrs. Satterlee who interviewed her, but since they were given *ad lib.*, all we can give you is a list of the questions:

Have you noticed any reduction in the amount of food one can purchase with today's dollar?

How about house furnishings, have you found any shrinkage in purchasing power of the dollar in this type of consumer goods?

Do you think this indicates a slowly rising cost of living?

If you have been buying house dresses during the last year, do you think you got as much dress as before the war?

As a consumer, do you believe having a shopping plan is one way to make the dollar go farther?

National Broadcasting Company, Station KSTP, carries the *Consumer Clinic* every Saturday at 1:45 p. m. This program will soon complete its fourth year on the air. The idea of putting the already established *Consumer Clinic*, an open forum meeting, on the air was originated by the management of Station KSTP as one way to render a community service in wartime, and they have been generous hosts through all these years. Three persons participate: Mrs. Satterlee conducts the broadcast, Miss Elizabeth Burr, Home Demonstration Agent, answers questions on homemaking, submitted by consumers, and the third participant is a guest expert on government, education, business, or other subjects. He answers consumers' questions relating to his specific field. There is a different guest each week.



The questions come in by telephone, mail, and from the Consumer Center classes. This program reaches people in eight surrounding States as well as having a wide coverage in Minnesota.

A count of questions answered on this one program alone, taken on a year's run of 15 questions per week, totals 780 consumer questions. Here are a few:

Guest—President, Better Business Bureau of Minneapolis:

If one feels that an advertisement is misleading, what is the first thing to do?

Suppose one has already made a purchase and then finds that the item bought is not as represented, what shall he do?

Why is the slogan, "Before you invest, investigate," so important for consumers?

Guest—Chief, Minneapolis Station, Food and Drug Administration:

What types of consumer goods come under the inspection services of the Food and Drug Administration?

How does a consumer go about getting information on the safety of certain products, such as, say, eye medicines?

When can condemned products be used?

NBC Station KSTP carries another consumer spot on Thursday mornings. This is on "Florence Murphy's Magazine," and is called *Common Sense for the Consumer*. Instead of Mrs. Satterlee's doing the interviewing, as in the other programs we have described, she herself is interviewed by Mrs. Murphy, who usually asks five direct questions on consumer problems and activities. The food editor of one of the local papers is the third participant on the program. Here are four questions asked on February 14, 1946:

Are consumers concerned with the present shortages?

Do they indicate any special plans as the result of so much delay?

What has been the No. 1 need this past week; any different from last week?

The generous public response to the clothing drive did two things for consumers; what were they?

In addition to *Common Sense for the Consumer*, on the NBC Station, Miss Murphy carries many spot references to consumer activities on her CBS program over Station WCCO at 5 p. m.

University of Minnesota Station KUOM carries a weekly series of spot announcements of the activities at the Consumer Center.

Does all this make you feel that the air over Minneapolis is aquiver with consumer news? And at the same time are you wondering how in the world they do it? The recipe is simple: Take one imaginative, indefatigable leader, several loyal volunteers, add generous cooperation from civic and State groups, mix well and serve over public spirited radio station. It's taken a while to get the recipe seasoned to taste, but after 4 years of service Minneapolis listeners seem to have decided that it suits them fine.



# Test tube futures

Scientists in the Department of Agriculture's regional research laboratories are now hard at work finding new uses for farm products which promise better and cheaper clothing, tastier food, and higher incomes for farmers.

● Tomorrow's horizon is plainer from the inside of a laboratory than from a mountain top.

The view off a clay road across a green-leaved, white-podded cotton field does not reveal the new cotton articles you can see in Department of Agriculture research laboratories.

Fine, linenlike towels and tablecloths, quality sheets and shirts, all made of short-staple cotton.

Specially treated cotton cloth which is fire resistant after repeated launderings.

Lightweight, semielastic cotton bandages that make easy-to-wear surgical dressings.

Light, water-resistant, ventilated fabrics that keep you dry without making you perspire.

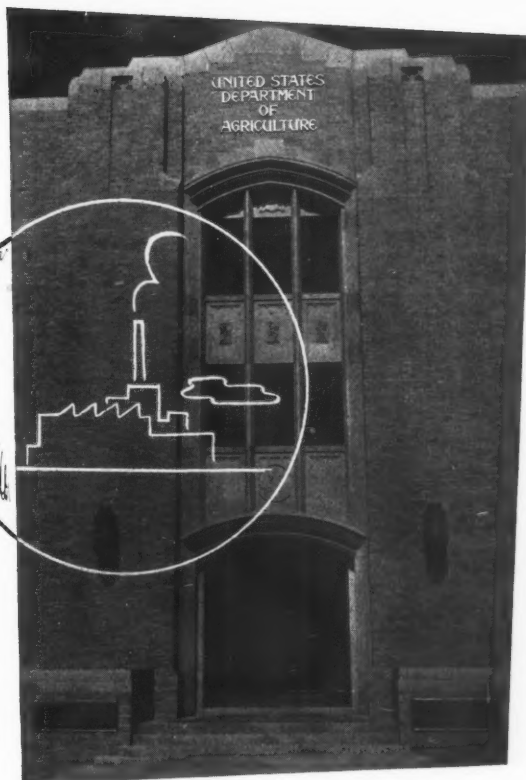
From the same research laboratories, but not out of the same test tubes, are coming other fabulous uses for farm products:

Paint brushes made from milk.

Concentrated orange juice almost indistinguishable from fresh juice, after it is reconstituted.

Delicious candies that contain only half the calories of present-day candies.

Pectins which make jelly with 50-percent less sugar.



Researchers have devised methods for using short-staple cotton to make cotton articles which once were made only from long-staple cotton. The discovery means much-needed lower-cost cotton articles for buyers and higher incomes for the Nation's cotton growers.

Back in 1938 Congress provided about 4 million dollars for the establishment of four regional research laboratories whose job it would be to peer down inside test tubes in search of new uses for farm products.

Recently, at a meeting of the heads of the regional research laboratories of the Bureau of Agricultural and Industrial Chemistry, the parent Bureau, a progress report was made.

The Director of the Southern Laboratory at New Orleans, La., brought with him a half-dozen handsome hand towels and a piece of coarse, "gray" cotton cloth, a material the trade calls "Osnaburg," all made from short-staple cotton. The towels were dyed in attractive pastel colors, yellow, blue, orange, green, and they had the fine stiff finish of linen. Eighty percent of the American cotton surplus is usually in this short-staple field. Cotton manufacturers had never believed that short-staple cotton was suitable for the manufacture of first-class cotton goods. Instead they had used the short staples for bagging, Osnaburg, and other coarse cotton fabrics.

Long-staple, high-quality cotton, on the other hand, far from being in surplus, has normally been imported for sheets, shirts, dresses, and other cotton articles.

The laboratory has demonstrated that it is possible to make fine-quality cotton goods out of short-staple cotton.

The work completed, he said, demonstrates that towels, sheets, pillowcases, shirts, and dress goods of good quality can be made from cotton that used to be limited in its use. Fine percales, and cottons with a silklike finish still require long-staple cotton.

The use of the short-staple cotton could mean lower prices to consumers for excellent cotton fabrics, and, at the same time, higher and more assured incomes to cotton farmers.

Like the cotton materials that go into relatively expensive tablecloths, the yarn made from short-staple cotton was boiled in a chemical solution, which removed the wax. Then it was mercerized, that is, immersed in a caustic solution and stretched—a process which gives the cotton a lustrous finish and greater strength. The fabric woven from this yarn was immersed in a cellulose finishing material to give it a washable finish; bleached in hydrogen peroxide; vat dyed, and finally calendared. This last process consists of running the fabric around hot cylinders under tension. The result here is the linen finish.

Research in the regional laboratories proceeds on two levels. Basic scientific research is conducted to determine the properties of farm products—in the cotton laboratories, the properties of cotton. At the same time applied research is carried on to find out ways of making use of the basic scientific discoveries. Each type of research assists the other.

Fundamental inquiries into the nature of the cotton fiber, for example, produced two valuable dye mixtures as assistants. By using one dye mixture, anyone can tell the maturity of cotton at a glance. Apply the dye solution to a boll of cotton and the immature cotton dyes one color, while the mature cotton dyes another color. Cotton growers can tell the ripeness of cotton at a glance by using the dye. Manufacturers also find the test useful.

The second dye mixture was evolved when the laboratory was looking for a method of making mildewproof cotton. Experiments led to the development of a dye mixture which, by the way it took, told quickly how complete the treatment had been.

Cotton yarns do not normally possess the property of swelling noticeably when wet. However, the scientists discovered that when the cotton yarn is impregnated

with certain types of cellulosic material, swelling capacity when wetted is greatly increased. These yarns, when dried again return to their original shape.

From here the laboratory technicians are working toward a cotton cloth that will close up when water hits it, but will be porous and cool when dry. Easier to handle, smaller size flexible fire hose will be one product of this research. Lightweight, easy-to-wear raincoats that don't make you uncomfortably warm may also come eventually from this work.

Controlled mercerization of cotton gauze has also produced a dual-stretch cotton material that is as resilient as rubberized cloth, but much lighter. Bandages made from this cloth can be wrapped around knees and elbows and no matter how much the elbows and knees are bent the bandage will remain tight without wrinkling and will always spring back into shape. Use of this material has already been made in a naval hospital for bandaging joints contained in casts.

Surgical stockings and fabric supports which are now made of rubberized material will probably be much cooler, lighter, and more comfortable when the new elastic cotton is used in them.

House painters recently have been paying high prices for hog-bristle brushes and glad to get them. War cut off the Asiatic sources of hog bristles for paint brushes and prices skyrocketed. Now that peace is unbarricading trade channels, however, some painters are not going to insist on Asiatic hog bristles anyway. Very soon they are going to be able to buy a paint

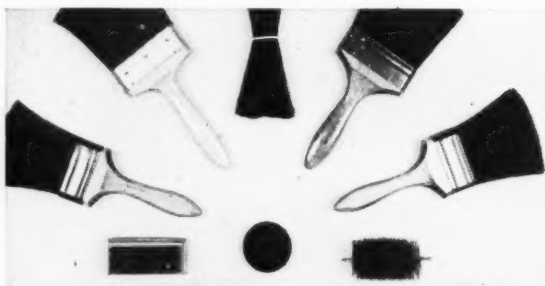
brush with bristles made from casein, one of the constituents of skim milk.

The milk derivative brush is about as good as a hog-bristle brush in every respect except one and it is so much cheaper that even Asiatic hogs will not be able to grow bristles cheaply enough to compete with it in price. In paint-holding capacity the casein fiber brush is apparently better than the natural bristle brush. It wears just as well, and while its tensile strength is less, high tensile strength is not necessary in a paint brush. It has an advantage in that its bristles can be made any length or diameter at no additional cost.

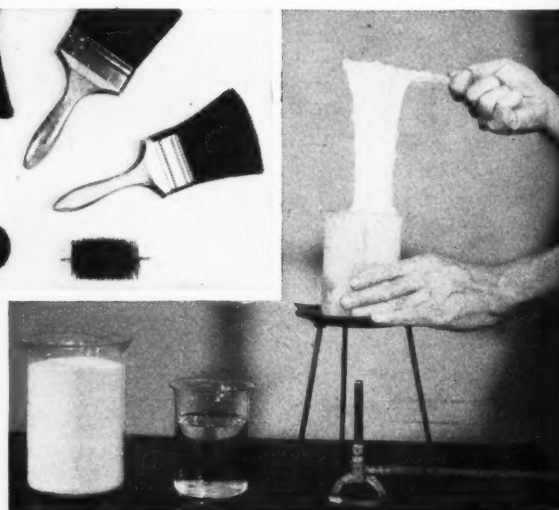
The one disadvantage of the new brush is that it cannot be used in a water paint. In oil paints, lacquers, and varnishes it is fine, but in water paints the fibers soften. This one defect is not important enough, however, to prevent its manufacture. By midsummer the new milk-fiber high-quality brushes will probably be on sale throughout the country at prices that have in the past applied to the cheapest brushes.

The milk-fiber bristle was discovered and the process for its manufacture was worked out in the protein research laboratories of the Eastern Regional Research Laboratory at Wyndmoor, Pa.

Actually, the chemist who made the discovery was not looking for bristles when he found them. He was studying the proteins that occur in milk and was already well advanced in his research with the separation of two types of casein proteins, Alpha and Beta, and the determination that Alpha moves faster in an electrical field than Beta.



Milk-fiber paint brushes were the discovery of a scientist who noticed the spaghetti-like filaments that cooked casein made when stirred with a glass rod.



Working on this problem he happened to be cooking some casein powder in boiling water when he stirred the paste with a glass rod. The result was a long filament that looked like spaghetti.

It occurred to the chemist that maybe he could make bristles out of milk spaghetti. Just why it occurred to him he doesn't know himself.

To test out his idea he made a small fiber machine out of a bottle capper, a pineapple juice tin, a piece of pipe sealed except for a small perforation in one end, a wooden box, and an electric motor.

The bottle capper was used to force the hot casein paste into a sealed pipe and then out through a perforation one one-hundredth of an inch in diameter. The result, a continuous filament which was wound up on the rotating pineapple tin.

The wound thread was next hardened and stretched in a quinone bath, which turns the white spaghetti filament black, but which also makes it water resistant and tough. Finally the filament was cut into bristle length and a counter brush made, the kind used normally to sweep crumbs off a table.

From there the chemist went on to paint brushes. Painters in the laboratories tried them out, they were compared in performance with rayon, nylon, and bristle brushes.

Two companies are licensed to manufacture the milk-fiber brush under public service patents applied for which cover the process.

Manufacturers, however, do not go into mass production with an apparatus made from bottle cappers, pineapple tins, and a wooden packing box salvaged from the trash. The next step was to set up a pilot textile plant to turn out finished bristles under factory conditions.

For this, the shops of the Eastern Regional Research Laboratory were enlisted with the result that an almost continuous process has been perfected which so far has produced 1,000 pounds of bristles.

Milk-fiber potentialities are not exhausted with paint-brush making. These fibers can be used as filler for pillows, mattresses, and furniture, for dental polishing brushes, hair brushes, clothes brushes, and for any other use that bristles are put to, except use requiring immersion in water.

How would you like to have the equivalent in juice of a dozen oranges in a 5-ounce can in your refrigerator? The Florida State Citrus Commission, working



When scientists discover a new product in the laboratory the engineers at the USDA regional research laboratories are called in to erect pilot plants for mass manufacture of the product in the pilot-plant wing of the Regional Research Laboratory concerned.

in cooperation with the U. S. Citrus Products Station laboratory at Winter Haven, Fla., produced something which promises just that. Orange-juice concentrates produced in the past when reconstituted didn't taste much like orange juice. The secret of the new method is twofold, it is partly in the processing of the concentrated orange juice and partly concerned with the handling.

Orange juice is first concentrated to a greater degree than desired in the final product. Then unconcentrated pasteurized orange juice is added to adjust the concentration to the standard wanted. To reconstitute the juice, four parts of water are added to the concentrate; the result is an orange beverage that comes closer to having the fresh orange taste than any other concentrate or any canned orange juice, at the time it is bought.

Canned orange juice can taste almost like fresh orange juice if it is kept cold all the way from canning to drinking. Unfortunately, it is not. Thus, when canned orange juice is poured out in a glass, you get a good drink, but it isn't fresh orange juice. It is planned to market the new concentrate in small cans that are to be handled as a refrigerated product all the way from the cannery to the breakfast table.

When it is finally marketed, you will be able to buy a 5-ounce can, say, that when 4 parts of ice water are added, will give

you 25 ounces of really palatable orange juice. The product retains the vitamin C, for which oranges are prized, practically unimpaired. It will enable families to have orange juice the year-round, no matter what the orange supply may be.

Molecule nibbling enzymes are the heroes of another successful experiment in the regional research laboratories. They modify pectin so that it makes jelly with about half as much sugar as that used in ordinary jellies, and candy that is only half as fattening as ordinary candy. An enzyme found in the peel of citrus fruit has the habit of nibbling on pectin molecules. When this enzyme is through nibbling, it leaves a pectin molecule that is low in methyl groups. These groups are some of the constituents in organic molecules that chemists juggle to make plastics and synthetic rubber and highest gasoline. In this case the result is not a new rubber, but a modified pectin that incorporates more water and less sugar in jelly. With this pectin you can make fondant for candy that contains extra water and only half the customary amount of sweetening. Cream centers for chocolate candy can be made of any flavor with this pectin. Although less sweet, the flavor is as good as in any high-quality candy, and the bulk of the candy is the same. Three pieces of the new kind are just as satisfying as three pieces of the old kind.



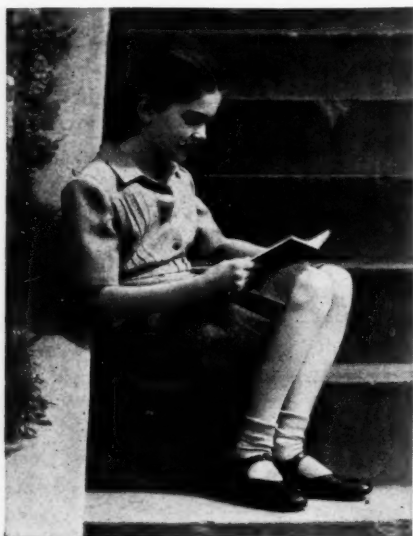
# Watch your woolens

Tight supply of wool goods puts a premium on thrifty use of the wool you have. Guides on wool care, mending, make overs, and storage will aid housewives in increasing the life-expectancy of their woolens—cut down on unnecessary wool purchases. Wool labeling helps shoppers get full value for their money.

● Wool's worth watching these days—whether you're in the market to buy or have enough to make out with.

An 18-carat reason to stop, look, and ponder before you buy any woolen goods is the tight supply situation. You don't want to keep a civvy suit off a veteran's back, do you? Well, if you splurge in buying wool clothing, you may be doing just that.

Hence, *Go Slow* is etiquette for women shoppers no less than for men, because it appears that much wool that ordinarily would be made up into fabrics for men's wear is now going into women's clothing.



Daddy's old wool suit makes missy a new dress—saves cash and scarce woolens.



The situation is so bad that retailers have been asked to give returning servicemen priorities for the purchase of suits.

Another good reason to cherish the wool you have: Good woolens have never been cheap and prices advanced during the war.

Furthermore, good wool fabrics offer special advantages for many purposes, so deserve careful watching on that score, too. Wool fiber is warm and elastic. Although woolen fabrics absorb water they dry slowly. This protects the wearer from the chill that comes with rapid evaporation.

Also, good woolen materials wear well if treated properly. But they need care.

## Woolen Assets

Spring house cleaning time is a good time to take inventory of your woolen assets. If you take into account not only the clothes but also the carpets, upholstered furniture, drapes, and blankets which contain wool, your total investment will probably astound you.

If you don't think wool's precious ask any GI who came back to an outgrown wardrobe or a closet of clothes riddled by moths. Some months ago, the Army newspaper, *Stars and Stripes*, sent a reporter to buy an outfit of civilian clothes. The outfit set him back \$263, for a start. The

most expensive items were the woolen suit, topcoat, and overcoat.

## Take Care

If the thrifty housewife follows common sense in applying a few general rules to her particular wool-care problems, come spring house cleaning time, she'll be doing a good job of safeguarding her wool investment.

Spring's the time we put off our winter garments and store them. If we've learned our wool-care rules, we know our wool goods should be clean. Dry cleaning is preferable for most wool clothing, but many knit garments, flannels, and challies wash well. Use tepid water, mild soap, and avoid rubbing. Chlorine bleaches are taboo. So are sudden temperature changes—extremes of hot or cold. The shock treatment shrinks and stiffens wool.

Mend your woolens before you wash them, if you don't want the holes to grow. The shortage of men's suits being what it is, anything you can do to lengthen the life span of your man's clothing will be of service to husband and country.

Coats and suits that are too far gone to mend, for use as is, can often be made over into serviceable jackets or dresses or what-not for members of the family.

Perhaps your blankets are beginning to show the strain of yanking and pulling

because they were too short to begin with. If so, there'll never be a better time to lengthen them with a strip of cloth at the bottom. Although more than 11 million yards of wool went into blankets during the last quarter of 1945, supplies are still tight.

Mayhap your winter rugs and drapes are getting a bit old and weary with the passing of the years. If so, it would be smart to let them rest this summer.

When your woollens go into retirement for the summer, mend them, clean them, and store them in a dry, cool spot with due precautions against insect pests. Best treatment is thorough brushing, airing, and sunning to eliminate moth danger.

When you've finally finished the cleaning and airing, you've still not achieved the blissful moment for taking a well-earned rest. All your labors may be in vain unless you quickly rush your woollens into their insect-tight storage. Any delay is inviting a new attack from pests.

"Mothproof" containers don't eliminate the pest hazard by themselves. If they're tightly enough sealed, with no cracks, they keep moths from getting in from the outside but they don't prevent any moth larvae already lurking in the clothes from doing their dirty work. Hence the necessity for having the woollens thoroughly cleaned. As an added protection, use a spray or flakes of naphthalene, or paradichlorobenzene, or moth balls—a pound for a small chest, 3 pounds for an average closet. The flakes or balls give off a gas which discourages the larvae from feeding and kills them if the concentration is high enough. As the gas is heavier than air and sinks, the flakes should be put high in the closet and renewed, if necessary.

Gummed paper may be used to seal clothing bags tightly. Gaskets serve to tighten up closets or chests.

Don't forget the wool upholstery on your furniture, either. Frequent brushing and cleaning will help keep the moths away. It isn't safe just to dress up your overstuffed chair and sofa with furniture covers for the summer and forget about the upholstery—not if it has wool in it. Better take a look at it once in awhile, clean any spots and brush away the dust and any insect eggs that may be waiting to hatch out.

Then those wools that you will still be wearing through the spring! The wool doctor ordered special treatment for them, too. If they get wet in April showers, dry them thoroughly—away from hot

radiators or chill blasts. Better still, protect them from the weather with umbrella or raincoat. Clean, brush, and air your wools frequently to keep them in condition. Perspiration weakens wool, so prepare for balmy days by fitting your woollens with underarm and back shields.

#### Shopping for Wool Goods

If you don't really need to buy wool clothing, don't. You'll save yourself money by getting along with what you have and help the supply situation.

Although cut-backs in military orders for woolen goods and reconversion of mills to civilian production are increasing the stocks of wool fabrics available for clothing, the supply is still short of demand.

Complicating the problem of the shopper who needs to watch the budget (and who doesn't these days) is the tendency

of manufacturers to shift from low-cost to higher-priced lines of clothing on which there is a greater profit.

To control this trend, an allocations program to channel a definite percentage of woolen fabrics into the manufacture of low-price essential lines has been put into effect and manufacturers of low-priced men's suits have been granted increased allocations of fabrics sufficient to increase production in the low-price ranges through June 30. For the first quarter of 1946, Civilian Production Administration has allocated about 13 million yards of wool for men's and boys' suits, 4 million yards for men's and boys' overcoats and topcoats, and nearly 7 million yards for men's and boys' trousers.

One bottleneck in the manufacture of men's wool suits has been a shortage of lining fabrics. In an effort to overcome



When you're wrapping your woollens for storage, close up the cracks with gummed tape.



Look at labels on the wool goods you buy. Under Wool Products Labeling Act labels must tell the percentage of wool and whether the wool is new, reprocessed, or reused.

this, OPA and CPA have cooperated in a joint program to provide the incentive for increased production.

Also, CPA has ordered that no manufacturer keep more than a 30-day supply of men's or boys' suits in stock.

While these measures should result in a gradual easing of the supply situation, it will take time.

Unnecessary buying makes price control more difficult by putting further strain on already short supplies. Don't abet black market operators by buying more than you need or paying more than you should.

If you're thrifty now, your day will come. It's simply a matter of getting woolen mills back into civilian production and meeting the accumulated demand. Then there will be plenty of wool fabrics for everybody to get all the suits and dresses and coats they can buy. Exactly when this will be is hard to say because of the difficulty that mills are having in getting labor and machinery.

There's no shortage of raw wool. Quite the contrary. The world stock pile of wool, built up for strategic reasons and because sales to Axis powers were cut off, will take about 12 years to use up, if normal production continues.

If you need to buy, you'll be smart to brush up on your wool-buying information and shop with quality and values in mind. It will save you money, if you do.

Under the Wool Products Labeling Act, fabrics sold as containing wool must carry a label showing the percent of wool used and whether it is new, reprocessed, or

reused. Manufacturers are not required to state the quality, however. Reprocessed wool fabrics are re woven from pieces of wool cloth (cuttings, for instance) that have never been used and contain no used fiber. Reused wool is made from worn or used materials which have been remanufactured.

Although new or virgin wool has more spring and strength than the same wool would have after it's been reclaimed, use of reprocessed or reused wool doesn't necessarily mean that a fabric is to be condemned. Some new wool is of low quality to begin with.

However, the label helps the housewife to judge what she is getting for her money by telling the wool content and whether the wool is new, reprocessed, or reused. Fabrics made from reprocessed or reused wool are usually cheaper when prices of new wool are high.

Good quality wool fabric feels springy when it's crushed in the hand. Poor quality wool materials feel harsh, are dull in appearance, and don't snap back into shape like the better grades.

Wool fabrics are of two types, woolens and worsteds.

Most woolens have a fuzzy surface, the nap partly hiding the weave. Good woolens wear well but sometimes the heavy napping covers defects in inferior cloth. Some woolens, particularly cheap ones, have short waste fibers, called flocks, fullered or shrunk into the cloth. These flocks make the material look thicker but they are loose and soon work out,

leaving the material threadbare. To find out whether a heavy nap is due to flocks, rub the cloth briskly. If a lot of lint rolls up, probably some of the loose fibers were felted into the cloth.

In worsteds the weave is visible, the surface being clear-cut and free from nap. Usually they are firmly woven, tailor well, and hold their press. Worsteds wear well but are subject to developing a shine.

A good blanket is warm and strong but not too heavy. Here are some buying tips:

Unless a blanket contains 25 percent or more of wool, it won't gain appreciably in warmth and fluffiness, most experts say.

If the cloth seems sleazy or thin in places when held up to the light, the blanket won't be as warm as a tightly woven one.

By gently pulling on the nap the cautious shopper can get some idea of the durability. If the nap comes out easily, the fibers are probably short and weak and won't wear so well.

If the blankets are long enough, they wear better.

Don't get distracted by your color preferences into overlooking more important considerations, such as warmth and durability.

Trend is toward giving more information on labels. As the law requires that the percentage of wool in a "wool" blanket be stated on the label, the buyer can always check this.

Buyers of wool goods are becoming more label conscious, according to evidence from many sources.

Shoppers nowadays look for the label on wool clothing and fabrics. A number of retail stores have so reported to the Federal Trade Commission which administers the Wool Products Labeling Act.

As fabrics get more plentiful this insistence on labels giving more information to help shoppers judge the value of what they buy will doubtless increase.

#### EXPERT ADVICE ON YOUR WOOL PROBLEMS

Now's not the time to make a mistake about your woolens. For expert advice on your wool investments and on safeguarding your wool assets, consult the following publications prepared by the Bureau of Human Nutrition and Home Economics:

Take Care of the Wool You Have (AWI 26).  
Mending Men's Suits (MP 482).  
ABC's of Mending (FB 1925).  
Knitwear Make-overs (MP 575).  
Make-overs from Coats and Suits (MP 545).

You can get these publications free by writing the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.



# CG news letter

last minute reports

from U. S. Government Agencies

## To Keep on Getting Your Consumers' Guide

If you live in Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, District of Columbia, or Florida and are on the mailing list for the Consumers' Guide, you should have received a card asking whether you wish to continue receiving this periodical. If you have received your card and sent it in, O. K. If you have not returned it, be sure to get it off as soon as possible. If you have mislaid the card, a letter or post card with your name and address, mailed to Consumers' Guide, U. S. Department of Agriculture, Washington 25, D. C., will renew your subscription.

Subscribers in other States should be on the lookout for their cards which will be mailed during the coming months. Don't miss important coming issues. Send your card in at once.

**U. S. Consumer standards for Irish potatoes** were considered at a public meeting at the United States Department of Agriculture in Washington, recently. Of about 30 consumer groups invited to attend, less than half were represented. Industry was well represented.

United States standards have been used for many years by growers, shippers, and receivers as a basis for wholesale trading. But most fresh fruits and vegetables lose their identity by grade before they are offered for sale to consumers in retail stores.

Potatoes are an exception because large quantities are offered for sale in retail stores packed in small packages labeled with wholesale grade designations. Potatoes so packed and graded, however, have been the subject of consumer criticism, principally because of size.

The proposed consumer standards are not materially different from present official wholesale grades, except for size and reduced tolerance. Grade names are alphabetical instead of numerical, and the size classification is to be part of the grade designation.

Many growers and shippers expressed themselves as not favoring the issuance of consumer standards at this time, but most of them recognized that the potato industry would have to do a better job of sorting potatoes in order to satisfy consumers and maintain even present levels of consumption.

Consumer representatives generally favored the issuance of consumer standards for potatoes and other products. They suggested that A, B, C, names be used and that potatoes be sorted and packed into three or four size classifications which would be described by such simple and well understood terms as "small," "medium," and "large."

Suggestions and criticisms received at the conference will be studied thoroughly by the Department before any definite action is taken.

**What does the consumer think about U. S. grading?** The answer to this ques-

tion was sought in an investigation conducted by the Ellen H. Richards Institute of the Pennsylvania State College. About 1,300 people were interviewed in stores after purchases were made. Of these, 558 were later visited in their homes. Responses from all ages, types, and all backgrounds, were obtained in 6 representative types of stores throughout the State of Pennsylvania.

The majority of women prefer U. S. grade labeling to other types, unless the price difference is considerable. Those in the higher conversation and grooming classes are more likely to choose the certified U. S. graded items even if the price is higher. The study showed that 67.6 percent of the customers were favorable both in store and home interviews; 11.8 percent were indifferent both in store and home; 10.8 percent were indifferent in store, but favorable at home; and 9.8 percent were favorable in store, but indifferent at home.

**A jellied mixed-fruit dessert** is one of the new possibilities among canned foods which may be found on grocers' shelves one of these days. The product is the result of wartime research for the Army by chemists at the Western Regional Research Laboratory of the United States Department of Agriculture at Albany, Calif.

The Army asked for a fruit dessert for field rations to satisfy the soldiers' appetites for fruit and to contribute vitamin C to their diets. The chemists developed such a product using 60 percent fruit and 40 percent fruit juice jellied with fruit pectin. A canned jellied pineapple dessert was made, also a jellied fruit mixture of diced peaches, pears, cherries, pineapple, white grapes, and apricots. The jelly was stiff enough to come out whole and hold its shape when eaten out of hand. For civilian use, a less stiff, more delicate jellied mixture has been developed.

**"High marketing costs"** are the cause of frequent complaints from consumers, producers, and others. Is the Nation's bill for marketing farm food products 1 billion dollars? 10 billion? or 20 billion dollars?

How does the bill for marketing farm food products compare with the income of farmers from the sale of those same products?

These questions are answered by the Bureau of Agricultural Economics in terms of estimates for farm food products purchased by civilian consumers in the United States. In 1939, for example, the Nation's bill for marketing farm food products was 8.8 billion dollars, and amounted to 13 percent of the national disposable income for that year. Another indication of the importance of food marketing in American enterprise is the estimate of manpower engaged. In 1939 about 4 million full-time persons were engaged in marketing farm food products.

**A Citizens' Committee** to advise the U. S. Office of Education on policies and on programs of service to education has been established, Federal Security Administrator Watson B. Miller announced. The membership of the committee is to be representative of labor, business, agriculture, manufacturing, homemaking, professions, Negro, veterans, and religious groups.

In commenting on the appointment of the committee, Administrator Miller said: "It seems advisable now to establish a committee of citizens to represent the layman's point of view with respect to American education and particularly in relation to the services which the Office of Education should render. We have decided, therefore, to establish what will be known as the Citizens' Federal Committee on Education."

**Victory Garden production** is one of the important parts of the entire emergency food program, Chester Davis, organizing chairman of the Famine Emergency Committee, said recently. It is a definite and positive way in which a large percentage of our citizens can help in relieving the suffering of the starving people of the world.

Secretary Anderson called a conference of national garden leaders to meet at the Department of Agriculture, March 26, 27, and 28. The garden campaign this year will be closely linked with the President's emergency food program.

**Approximately 3,813,000 tons of food** were designated for shipment from United States supplies during the quarter, January-March, to combat starvation in liberated and occupied countries—out of a total of 5,347,000 tons estimated as available for all exports, including the United Kingdom, United States territories, and others.

Flour, wheat and other grains generally considered most vital in war-devastated areas, comprised about 71 percent of the Department's maximum estimates for these claimants.

# GUIDE POSTS



## Colorful Clothespins

Aluminum is horn-ing into the news this spring with an announcement from a Hollywood firm that it will use more than 2 million pounds annually to manufacture red, blue, green, and silver clothespins. That will mean 50 million aluminum pins, the company estimates, which together with their wooden sisters will hold many clothes on the Nation's lines.



## Carrot Top

Carrots in the stores are prettier with tops on, but less fresh. When the carrot is in the ground nourishment goes from the leaf to the root. Pull the carrot out of the ground and the nutrition traffic goes the other way, the leaves draw moisture and food from the root. Some distributors now cut off carrot tops in the country, but some still don't. To keep the carrots you buy as fresh as possible, cut off the tops before you drop them in your vegetable bin. The same rule holds good, according to botanists, for other root vegetables—beets, turnips, parsnips, radishes. Tear the tops off to keep them fresh.

## Spare That Ration Book

Hey, wait a minute! Don't make a bonfire of your War Ration Book No. 4, yet—not even if you've used your last Sugar Stamp.

That's the official word from the Office of Price Administration. Sugar Stamp 39 is the last stamp specifically labeled for purchases of sugar, all right. But sugar supplies still don't warrant an end to rationing, so other spare stamps in the book will be designated as sugar stamps from time to time.

## Spring Clean-up

April is the month of showers, Easter finery, and the annual spring clean-up. Because of the seasonal factor, observance of spring clean-up week will occur at different times in different States and communities.

Spring clean-up is a family job. The National Fire Protective Association which sponsors clean-up week suggests that homemakers look for the things that need to be done in order to prevent disease, fire, and accidents; then assign the jobs to members of your family and yourself, and check-off each job as it is finished.



## Truly Victory Gardens

Gardens are lovesome things, according to the poets. And those that we call Victory gardens or home gardens are very valuable in these days of world-wide food shortages.

In a call to the Nation's home gardeners, the President points out that the threat of starvation in many parts of the world and the urgent need for food from this country emphasize the importance of our continued efforts to produce and conserve food which will help to replace that especially needed for shipment abroad.

Americans who have acquired the habit of raising their own, won't need much urging to dig out their seed catalogs and dig up the earth. They agree with the President when he says: "In addition to the contribution gardens make to better nutrition, their value in providing outdoor physical exercise, recreation, and relaxation from the strain of modern life is widely recognized."

## Salt of the Earth

Table salt was one of the first staple foods to be treated on a large scale for improving public health. For more than 20 years it has been possible to buy table salt containing small amounts of iodine.

Salt and five other staple foods to which nutritional essentials have been added are returned as described by the Bureau of Human Nutrition and Home Economics in its latest publication called *FOOD—Enriched, Restored, Fortified*. The other staples are flour, bread, cereals, oleomargarine and milk. Leaders of consumer study groups and others interested in education may obtain copies of this publication (AIS-39) from the USDA.



## Squeaks

To stop floors from squeaking isn't always easy, but sometimes if the squeaking is caused by the rubbing of one floor board against another (as weight is applied and then removed) it may be stopped by sifting talcum powder into the joints of the boards. This may work with plain board floors, but it won't help much with side and end matched flooring (the material of high-grade floors) because the tongue and groove matching would prevent the powder from sifting through.

## LISTEN TO CONSUMER TIME

Every Saturday—Coast to Coast  
over N. B. C. 12:15 p. m. EST  
11:15 a. m. CST  
10:15 a. m. MST  
9:15 a. m. PST

Dramatizations, interviews, questions and answers on consumer problems. Tune in.  
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